



Logo
Guidelines

The Ashesi Logo

The Ashesi mark is a visual representation of university's mission. The lower part of the logo depicts three pillars that correspond to Ashesi's core values of scholarship, leadership, and citizenship.

The upper part of the Ashesi mark is an eye, which symbolises exploration and discovery. At a distance, the mark resembles a person standing under a roof, reflecting the importance of community and citizenship to Ashesi's mission.



Core Elements

1. The Ashesi Logo consists of the symbol, and the “Ashesi University” logotype. As shown on opposite, these two elements **must always** be reproduced together. The logo should not be redrawn, manipulated or altered.

2. The logo must always be reproduced from authorised artwork, available on the Ashesi website. Please ensure the appropriate logo is always used.

Colour

The logo appears in the colour variants shown opposite. Single colour black or reverse white and black with the logotype in red.

CMYK: C (24); M (88); Y (74); K (15)

PMS: 193

RGB: R (146); G (61); B (65)

Pantone: 1807

Accessibility

The logo must always have good contrast with its background to ensure maximum impact and accessibility.



Exclusion Zone

1. In order to maximise its visual presence the logo requires a surrounding area clear of any other graphic elements or text.
2. The minimum exclusion zone is equal to the height of the Ashesi logotype. Always allow at least this amount of clear space around the logo. It is important that this rule is observed and the exclusion zone is maintained at all times.
3. The recommended minimum clearance is to protect the logo. The logo will appear on many different applications and formats and this will help to give it clarity and presence.



Recommended Sizing

Logo size consistency is important when producing a wide range of communications.

Minimum size

Our logo must be clearly visible and reproduced consistently. For this reason a minimum size of 1.5 cm has been established to allow for readability and recognition.



Examples of Logo Don'ts



1. Never stretch, distort or transform the logo.
2. Never use the logo symbol, without the logotype.
3. Never alter the size relationship of the logo symbol and the logotype.
4. Having received our Charter, we may now include “university” under the Ashesi logo. Our logo pack has this version of the Ashesi logo.

5. Never add departmental or club names to the logo, except for approved logos designed for such special purposes.
6. Never use unapproved logo colour combinations.
7. Never use the logo, or part of it, as a watermark.

The Ashesi Seal

The seal is Ashesi’s highest form of recognition and should only be used in special circumstances as determined by the University’s Executive Team.

As with the Ashesi logo the Ashesi seal must not be changed or altered in any manner.

